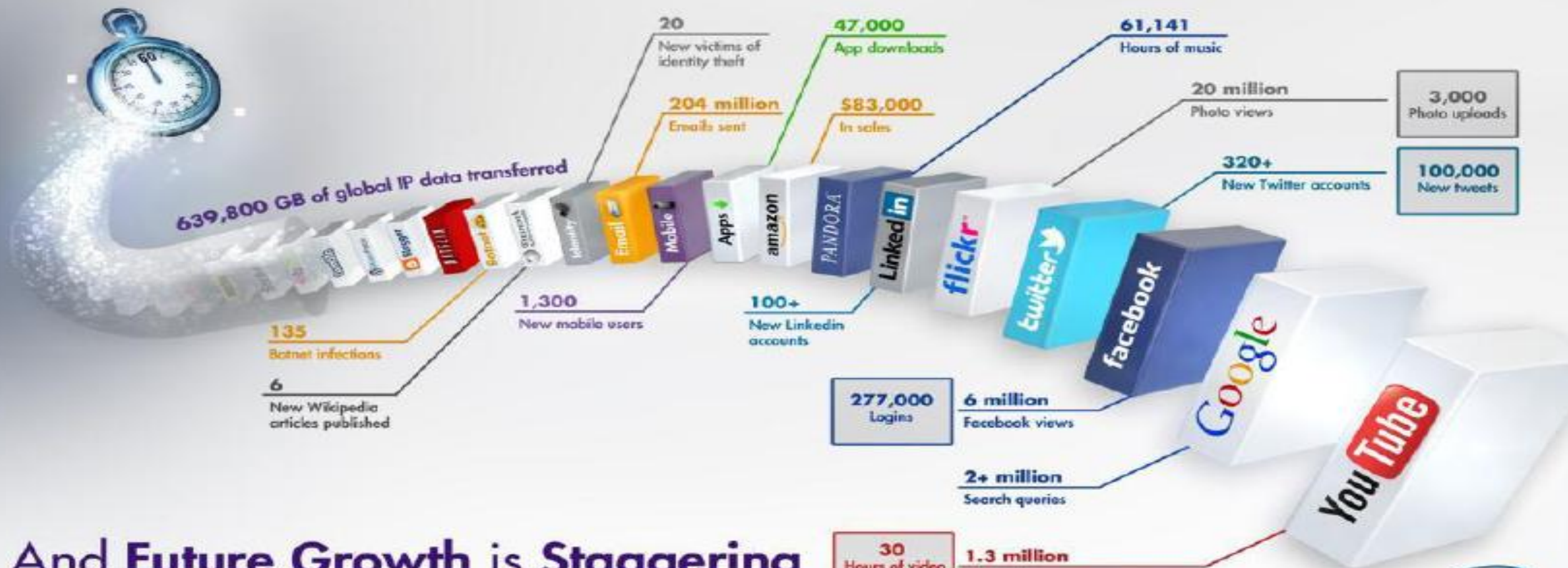


Moving Data to Transform Business

Arnaud de Lisle
Sales Director Europe South
Data Integration Solutions
January 13, 2015



What Happens in an Internet Minute?



And Future Growth is Staggering



Market Overview

Exponential Growth in Data Volumes



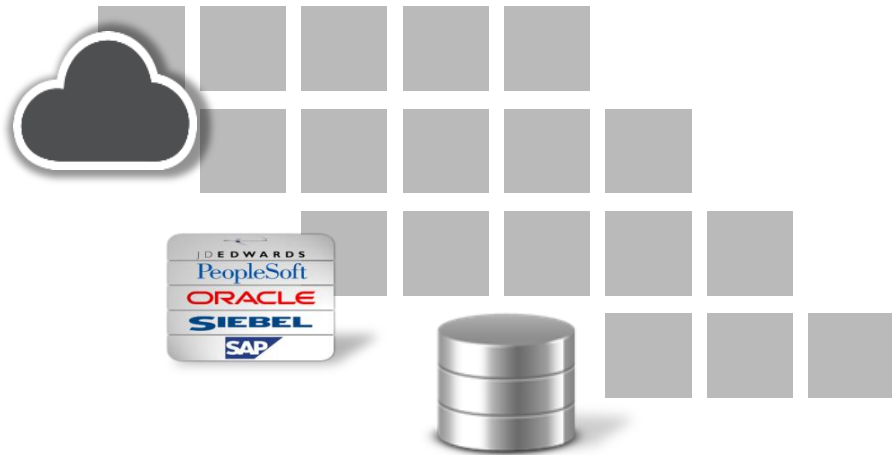
More Data

leads to

More Data Challenges

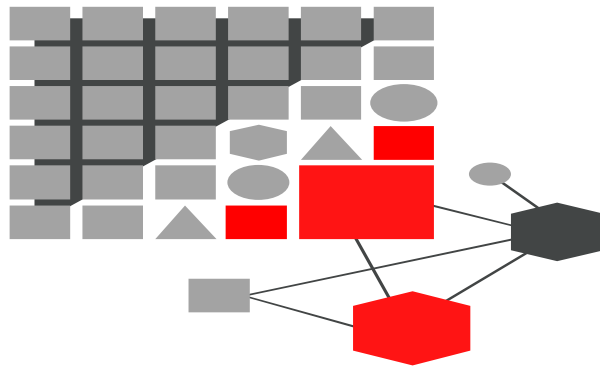
Business Trends

Driving needs for any modern data integration platform



Run the Business

Acquire, Improve, and Organize Operational Data



Change the Business

Acquire, Improve, and Integrate Data from Hadoop and NoSQL

Market Overview

Exponential Growth in Data Volumes



Gartner®

estimates the DI market

*will reach **\$2.8 billion***

estimates the DQ market

*will reach **\$1.75 billion***

*by **2016***

with an average growth rate of

18.2%

Real Time

Data Integration

Inside Oracle's Data Integration community

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Real-time economy

From Wikipedia, the free encyclopedia

Real-time economy is an environment where all the [transactions](#) between business entities are in [digital format](#), increasingly generated automatically, and completed in [real-time](#) (as they occur) without store and forward processing.^[1] The real-time enterprise is a giant [spreadsheet](#) of sorts, in which new information, such as an order, is automatically processed and percolates through a firm's computer systems and those of its suppliers.^[2] The core objective of the real time economy is the reduction of latency between and within processes. Latency reduction will reduce capital occupancy costs by occupying assets (physical and labor) for less time.^[3]

Any Business

- Real-Time for Digital Transformation
- Real-Time for BI
- Real-Time for Big Data
- Real-Time for Cloud

Any Market

- Real-Time for Utilities
- Real-Time for e-Citizen,
- Real-Time for e-Commerce
- Real-Time for e-Banking

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Platform

Data Integration

Inside Oracle's Data Integration community

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Digital Transformation

Data Governance

Big Data

Business Application

Business Transformations

Mobile/Social

Business Intelligence

Real Time

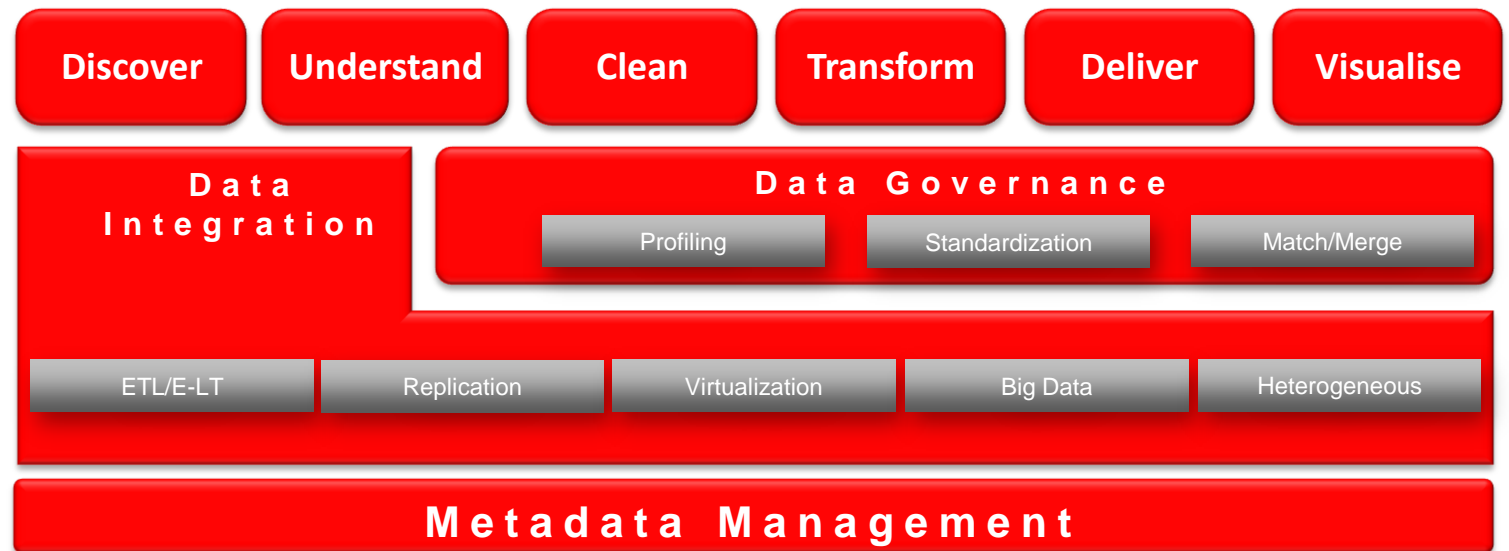
Cloud Public/Private

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The Oracle Data Integration Platform

The Platform for Real Time Information

- Accelerate **time to value**
- A **scalable platform** from small business to the enterprise
- Reduce the **risk** of deploying separate components
- Available in a **heterogeneous** environment
- Simplify the delivery of **Trusted Business Information**



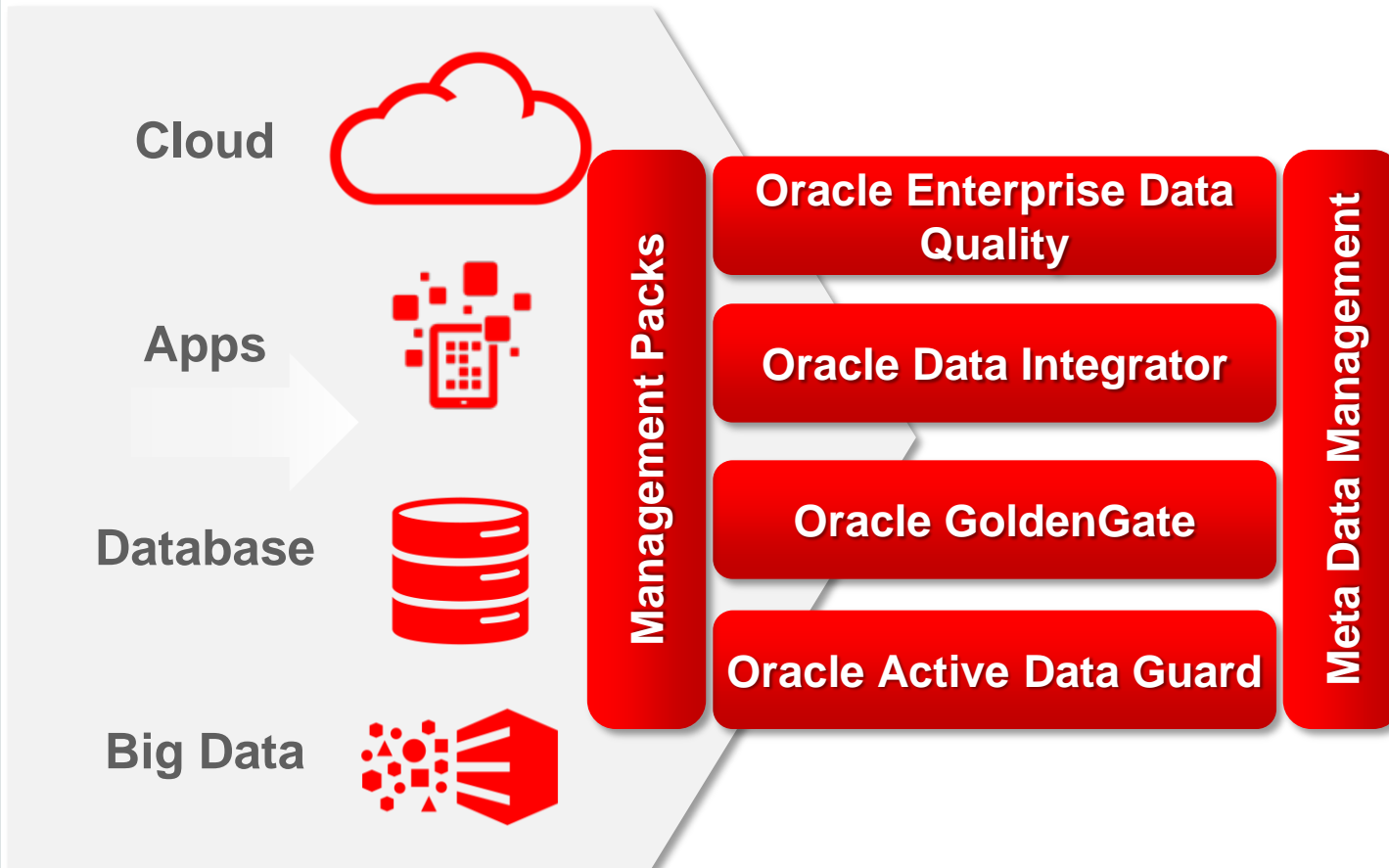
DIS 12c

Data Integration

Inside Oracle's Data Integration community

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Delivery real-time data integration for Cloud and Big Data



- Real-time data replication; optimized for Database 12c and Oracle Exadata
- End-to-end integrated with simplified deployment
- Unified tooling for both structured data sources and Hadoop / NoSQL
- Flexible deployment on-premise or in the Cloud for heterogeneous systems
- Expanded support for 3rd party systems and Oracle Applications in real-time data integration and continuous availability solutions
- Meta data management, Data Lineage and Business Glossary

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